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UNIVERSITY HOUSING

Creating an environment where people can be exceptional

University Housing Newsletter

The University Housing Newsletter is a monthly publication of the department for staff members. It is YOUR news - you are encouraged to contribute articles or information to share with the department.

To contribute an article to the newsletter, email the entire article by the 25th of each month to Kent Perrodin at kperrod@uark.edu.

Articles will be reviewed for content and may be edited for publishing.



UNIVERSITY OF
ARKANSAS
STUDENT AFFAIRS

SPRING IS REALLY HERE!



IT'S BEEN VERY WELL HIDDEN!

March, 2013

University Housing is committed to provide a safe, comfortable, convenient, and reasonably-priced living and learning environment that promotes student success.

2013-14 RA SELECTION PROCESS WRAP-UP

The RA selection process concluded on Monday, March 25th, when offers were extended to 177 students. The staff is comprised of 84 new RAs and 93 returning RAs. This includes 16 new staff positions for Hotz Hall and 8 new positions in Founders Hall. 330 students applied for the 84 new RA positions.

Applicants were asked to write a welcome letter for their “floor,” and participate in both a group interview and an individual interview. Residence Education will begin a series of “transition meetings” with the newly selected staffs in April to build momentum going into the summer.

We will complete new hire paperwork, introduce them to Housing staff, and conduct StrengthsQuest training sessions before classes let out in May. We are very excited about our new group of RAs and look forward to working with them soon! A special thanks goes out to the RA Selection Committee that organized all data management and logistics for the application, interview, and selection activities: Chair= Andrea Allan, Michael Beaver, David Stout, Zach Hein, and Brian McCaster. When you see them, congratulate them on job well done!

Contributed by Grant Carlson

APRIL PROFESSIONAL DEVELOPMENT SESSION

Title: Student Resiliency

Presented by: Dr. Ed Mink, Director, Health Promotion, Pat Walker Health Center

Presentation Description:

April is often a time when we see our students starting to get results in of getting or not getting student leader positions on which they have been counting, or starting to feel the possible dread of having to go back home after spending so much time away. Come learn some strategies to help our students stay resilient as they prepare for the next stage in their life.

When: Thursday, April 11, 2013 9am-10am

Location: ARKU 512-514

Bagels and Coffee will be served

Please RSVP for this event : <http://www.surveymonkey.com/s/GSQ8TZ9>

Contributed by Michael Beaver

CAMPUS FINISHES STRONG IN RECYCLEMANIA!

	Cardboard	Cans & Plastic	Mixed Paper	Contaminated	Total	Residents	Pounds per resident
Buch Droke	138.5	67	281	-3	483.5	92	5.26
Futtrall	120.5	54	11	-14	171.5	187	0.92
Gibson	41.5	66.75	35	0	143.25	108	1.33
Glad Rip	63.5	23.5	6.5	0	93.5	99	0.94
Gregson	162	122.5	138.5	-30	393	202	1.95
Holcombe	128	43	75	-6.5	239.5	141	1.70
Humphreys	397.5	255.5	104.5	-3	754.5	421	1.79
MHE	244.5	116	320.5	-5	676	330	2.05
MHS	44.5	59.5	19	0	123	330	0.37
MHW	110	73.5	98.75	0	282.25	339	0.83
NWQ	87.5	216.5	239	-8	535	582	0.92
Pomfret	519	185	305	-8.5	1000.5	759	1.32
Reid	220.5	121.5	95.5	0	437.5	449	0.97
Walton	56.75	82	116.5	0	255.25	138	1.85
Yocum	167.75	103	51.5	-17	305.25	519	0.59
Duncan	116	175.5	43.5	-69.5	265.5	180	1.48
Totals	2618	1764.75	1940.75	-164.5	6159	4876	1.26

UNIVERSITY OF ARKANSAS LAUNCHES CAMPUS CONSERVATION NATIONALS

The University of Arkansas hosted a Kickoff Party at the HPER on Thursday, March 31 for the launch of Campus Conservation Nationals. CCN is a competition to reduce energy consumption in residence halls.

The Office of Sustainability was at the party to discuss the details of CCN. The established goal is to reduce energy consumption by \$1 per student per week over a period of three weeks. Students and Housing staff are highly encouraged to attend in order to learn more about the program.

The party included free Jimmy John's, drinks, music, Frisbee games, crafts, a game of Humans Versus Zombies. During the party, students created residence hall CCN banners. The first 100 residents in attendance received a dinosaur t-shirt.

For more information about the event and the program, follow CCN on twitter @uaofs, like them on Facebook, and visit the website wordpress.uark.edu/ccn. Questions or comments about the program may be sent to sustain@uark.edu.



JANUARY & FEBRUARY HOUSING STAFF RECOGNITION

Earlier this semester three University Housing staff members received “Of the Month” (OTM) recognition by the campus National Residence Hall Honorary (NRHH). Nickoa Guess is the February, 2013 Regional OTM Winner: Spotlight of the Month; Mona Medina is the January, 2013 Campus OTM Winner: Spotlight of the Month; Felisha Perrodin is the February, 2013 Campus OTM Winner: Residence Life Faculty/Staff of the Month.

I’ve included excerpts from the letters nominating these staff members for their awards. Congratulations to Nickoa, Mona and Felisha!



Nickoa Guess

Super Woman

University of Arkansas, Humphreys Hall, Floors 7-9, a woman watches over all. This woman is no ordinary woman, no; she has a story that explains the dedication, character, charming yet comforting personality in which stands behind every action and task she performs. She loves the people, the atmosphere and the life she lives. However her life is not simple, not easy, but rather compelling to ones who don’t know, ones who can’t appreciate her for what she does not the trials she goes through... Super Woman is not just a cleaning lady but a hero that not many people take the time to think about. However she is how this building continues to run, she is the reason that the bathrooms continue to run, the hallways smell nice, the floor in general is clean. She is ultimately Humphreys Hall’s Super Woman /Hero, she is Nickoa.

Mrs. Mona... has transcended the standard of the position and greatly improved the quality of the floor community.

Mona not only pays great attention of detail in her work, but she also brightens the spirit of the floor with her welcoming presence and joyful attitude. Her ability to communicate surpasses that of any service assistant I have worked with in the past in that she fills me in with all maintenance concerns in a timely manner. She always reaches out to the residents and to see if there is anything that needs to be done. Overall, Mona Medina has become somewhat of a motherly figure on my floor and has worked to ensure the residence hall is an aesthetically pleasing home... If the cleanliness of the floor wasn’t enough, Mrs. Mona Medina always goes out of her way to say, “Good Morning,” and, “How are you doing, today!?” My residents have praised her for her contagious smile and her ability to flood even the gloomiest of morning with joy and cheer. Not only does she have jubilant attitude, but she also seems genuinely excited when she has the opportunity to engage in conversation with I or other residents... Altogether, Humphrey’s hall has been blessed with an “angel in disguise.” Since she has started working on my floor she has truly elated the spirit of the community.



Mona Medina

JANUARY & FEBRUARY HOUSING STAFF RECOGNITION



Felisha Perrodin

Felisha has been a true blessing...

...to have meetings with, so much that I have fully built her into my weekly schedule (we meet every Friday at 11:30am) Meetings include but are not limited to, critiquing my resume, talking about potential graduate schools that I have and/or will tour, helping me get involved and reach my fullest potential with Diversity Impact. This will be my third year with the Diversity Impact program, and Felisha has helped me get even more involved with the program in having a leadership role. She serves as a great resource and reference to have in the numerous scholarships and summer jobs that I pursue.

In an even more broader scope, Felisha has and gives great insight to me about some of the positives and negatives about being a first generation college student (something we both have in common.) She is a proud member of the AAUW which I have found her opinions to be very insightful in my beginning stages of my Honors Thesis Prep of Title IX.

Felisha motivates me and inspires me to continue to “Be all I can be” and to drive me to be a great leader on the University of Arkansas campus. Words cannot describe my thankfulness for our meetings, and if I had the option, if given the change to choose my NASPA mentor when I begin the program, I would choose her. She is highly worthy of this nomination, and I can’t wait to see the awesome Diversity Impact Program of 2013 carried out this month under her direction and coordination.



DREAM B.I.G. SW ARKANSAS ALTERNATIVE SPRING BREAK

Dream BIG (Believing In Girls) Southwest Arkansas is a girls' empowerment day camp held in Texarkana that is facilitated by college mentors participating in our department's annual Alternative Spring Break program. The day camp is a collaboration between University Housing, the Silas H. Hunt Community Development Corporation and the Faith, Love and Hope Center (both organizations are in Texarkana). This year's camp was held beginning Monday, March 18, and it concluded on Thursday, March 21.

This is the second year for the day camp. We had two of our mentors from last year serve as Lead Mentors this year. Addie Danielle Benson was the Lead Mentor who worked with Tory Spokane on Mentor Training. Addie Danielle also spearheaded our social media efforts utilizing our Facebook page, Twitter account and our Wordpress blog. Lauren Denton was the Lead Mentor who created this year's camp curriculum (Felisha was her advisor through this process). We had five other college women join Addie Danielle and Lauren as our Mentor team. Our Mentors participated in training sessions that focused on diversity, managing conflict and facilitation skills. The mentors responded to reflection questions after the training sessions and during the actual camp.

Each day of camp had a theme that served as the focus for the day's activities. Monday was Girl Power! (self-esteem, Tuesday was Smart Girls Rock! (education/careers and goal-setting), Wednesday was Keepin' It Real (positive communication and healthy relationships) and Thursday concluded with Girls Give Back! (community involvement and service). The community involvement and service component was an addition to this year's camp. The girls and mentors did a service project at the Faith, Love and Hope Center where they weeded and prepared an area of the yard for flower beds and planting of vegetables. We concluded the camp by presenting Dream BIG t-shirts to the girls.

It was a great camp this year! We had a number of girls who attended last year's camp come back to this year's camp. Our Mentors did a fabulous job of facilitating the activities with the girls and, most importantly, working with the girls to help them realize that the girls have the potential to reach their dreams. Our Mentors will also work on keeping in touch with the girls after the camp so that the girls know that they have someone who they can talk with as they work toward their goals and dreams.

The Southwest Arkansas adult volunteers had some initial conversations as a group during the camp about how they can keep the Dream BIG goals and conversations going with the girl participants on a local level during the rest of the year. It will be exciting to hear updates from the volunteer group about the activities they are doing with the girls.

We had a wonderful time with Dream BIG Southwest Arkansas 2013 and we are already looking forward to Dream BIG Southwest Arkansas 2014! A special thanks to Chartwells for sponsoring the Miss-A-Meal fundraiser and to the Alumni Association for their donation of the "Helping Like A Hog" t-shirts that our Mentors wore during one day of camp.

<http://wordpress.uark.edu/bigswar/home/>

Facebook: Dream BIG Southwest Arkansas

Twitter: @DreamBIGSWAR



DREAM B.I.G. SW ARKANSAS ALTERNATIVE SPRING BREAK



ALL ABOUT FACEBOOK 'LIKE' SCAM POSTS

Daylan Pearce
October 22, 2012,

You know what annoys me? People who stand still on escalators.

You know what REALLY annoys me?
Facebook posts like this! *



Not a day goes by that I don't login to see one of these posts. And they always seem to have a bazillion (no exaggeration) likes, comments or shares.

Nearly 5000 people figured this would work. [see above]
5000 people figured typing words into the comment field would make 'something' happen.

Hint: Nothing happened.

These posts infuriate me.

And it's not just the fact they are polluting my newsfeed with rubbish and distracting me from the stuff I wanna see, like my friends sharing their thoughts on TV shows, photos of food or jokes they've stolen from Reddit. It's the unashamed use of terrible circumstances like cancer, or sick kids or horrific accidents that these pages usually use to get clicks that really pisses me off.

But why do these pages exist?

What are the benefits of posting a picture with a quote like 'Like if you hate cancer, ignore if you don't'? To get to a proper answer to that question, you have to get a little nerdy. It's all about the Facebook Like algorithm. The secret formula that makes activities such as sharing, commenting and liking a post such a valuable commodity.

The Facebook Like algorithm is Facebook's way of dictating if content is of any value to users. The more likes/shares/comments it gets, the more exposure to certain people it, and the profile it belongs to, will get both short term and long term.

All these metrics contribute to a users 'EdgeRank' – the score your profile is given that dictates how your page interacts with other profiles on Facebook. The greater a page/profiles edge rank is, the more it will be exposed in people's newsfeed. EdgeRank is the reason you see a lot of rubbish in your Facebook newsfeed these days. Certain people and pages have EdgeRank factors that Facebook have decided are relevant to you.

So back to the original issue: Why do these pages exist?



Facebook Fan Page For Sale: 100,000+

www.warriorforum.com > ... > Warrior Forum Classified Ads

50 posts - 40 authors - 4 Apr

Facebook fan page for sale With 100000+ Fans! Very active page! Offers Start At \$200 Page URL ...

[1,020,000 Facebook Fan Page For Sale!](#) - 15 posts - 3 Sep 2012

[3 Facebook Fan Pages for sale \(610,000+ fans\)](#) - 17 posts - 15 Aug 2012

[Facebook Fan Page For Sale - 600K+ Mainly US & UK ...](#) - 17 posts - 12 Aug 2012

[FOR SALE: SUPER ACTIVE 950K Facebook Fan Page](#) - 16 posts - 9 Aug 2012

[More results from warriorforum.com »](#)

FACEBOOK FAN PAGE FOR SALE. | Facebook

www.facebook.com/.../facebook-fan-page-for-sale/24709053532972...

i love when you text me first, cus then i know your thinking about me:) wrote a note titled **FACEBOOK FAN PAGE FOR SALE**. Read the full text here.

Facebook fan page with over 1 million members for sale

www.moneymakerdiscussion.com > ... > FaceBook

12 Apr 2012 – This guy is a scammer! I paid him \$300 for another **page** as test just to PROVE he wasn't a scammer. He gave me this whole story about he's a ...

ALL ABOUT FACEBOOK 'LIKE' SCAM POSTS

Because there is money to be made from it.

Businesses worldwide are trying to figure out how to best utilise platforms like Facebook, Twitter and Google Plus (haha, na I'm just kidding about Google Plus). They know that EdgeRank, likes, brand exposure and followers are important, even if they don't know exactly why or what to do with it. But the problem is, building up these audiences and edge rank is a time consuming and often difficult task. And because of the time and effort required, this occurs :

"This is my sister Mallory. She has down syndrome and doesn't think she's beautiful. Please like this photo so I can show her later that she truly is beautiful."



The 'my sister Mallory' scam

This post stated that someones 'sister' Mallory has down syndrome & doesn't think she's beautiful. It then asked for 'likes' it to show her she is.

The REAL story about this little girl is something much different: Read about it here:

<http://www.news.com.au/technology/facebook-stole-my-disabled-daughters-identity/story-e6frfnr-1226503776416>

5. Eventually a friend of yours hits that little thumbs up button
6. It's in your newsfeed.

And within 3 days a post like this one has 70,000 likes, and someone somewhere is about to make a nice little profit by selling the page to a business wanting some quick wins.

The buyer then changes some of the page details. BAM! Instant fanpage with a big following, lots of likes and an in depth edge rank, capable of pushing out content to a pre-built list of thousands of Facebook users. (edit: Page name cannot be altered after 200 likes, just details of the page).

So, that's it. I'm sure you knew it already, but these things are dodgy. Where there is profit to be made, there will be people who will figure out a way to game the system. This is one of the games. Best way to stop this stuff from occurring is to not promote this rubbish.

Pro tip: If you do see a post about sick kids with rare cancer who lost all their family to a horrible house fire and if you don't like it then 100 more children will get cancer from terrorists – it's not real. Don't click on it.

Structure of a Facebook scam

1. A page is created.
2. This page put out a constant stream of heart wrenching and/or mildly amusing images that are shared publicly with a call to action to click, share or comment.
3. These posts are initially shared by a big group of people all in the same network who have all built up their edge rank over a period of time that then results in the posts eventually leaking into the newsfeeds of real-life accounts.
4. These people share, like or comment which then spreads.

* The image was altered from the original article.

"Baby Rosy Cheeks photo:" <http://office.microsoft.com/en-us/images/results.aspx?qu=baby&ex=2#ai:MP900422768>

Blog address: <http://daylandoes.com/facebook-like-scams/>

Who is Daylan Pearce?

Daylan is a search nerd from Melbourne, Australia. Passionate about online marketing, nerd tech and pretty much figuring out the best way for content to be found online. Currently heads up the Search team at Next Digital. Once ate 13 McDonald's cheeseburgers in under 5 minutes, but strongly advises against anyone else ever trying that.

HOLCOMBE INTERNATIONAL LIVING/LEARNING COMMUNITY



Holcombe Hall: Holcombe's EGG-cellent Adventure!

On Wednesday, March 27, 2013, approximately 20 residents of Holcombe Hall participated in an egg-themed program in anticipation of the Easter holiday.

Activities included hard-boiled egg dyeing, egg blowing and decorating, and a glow-in-the-dark egg hunt which included a golden egg. The finder of the golden egg, Samar Rishmawi, won a gift bag full of goodies including Peeps and Cadbury eggs. Special thanks to RA egg stuffers and hiders Mitch Stobee, David Reidy, Rebecca Travaglini, and Kendra Buchele.

To make the glow eggs, simply stuff a plastic egg with an activated glow bracelet twisted or tied, along with a few small pieces of wrapped candy.

To dye eggs, purchase a coloring kit and white vinegar and follow instructions on package.

To blow eggs, follow these instructions:

1. Poke two holes in a raw, regular-sized egg with a nail. Eggs usually have one end that's smaller and pointier. Pierce the smaller end first, then the other end (top and bottom).
2. Reach through the larger hole with a needle, wire, straightened paper clip, toothpick, or small balloon pump. Pierce the yolk and break up the membranes that keep it whole. Gently push the instrument in and out of the hole repeatedly.
3. Set up a clean wide bowl or jar to catch the insides of the egg. Use the coffee stirrer to blow the egg. Hold the egg right above a bowl or trash can when you're blowing.
4. Rinse egg out with water.
5. Dry eggshells with paper towels
6. Decorate!!



HOLCOMBE INTERNATIONAL LIVING/LEARNING COMMUNITY



Holcombe Hall: A Streetcar Named Desire Viewing program

On Sunday, March 3, 2013, residents of Holcombe Hall went to the University Theatre's final production of Tennessee Williams' classic play *A Streetcar Named Desire*. The group of 8 students returned to the Holcombe living room after the show to discuss what they thought about the production and the themes present with Faculty-in-Residence Michael Landman, director of the show. Students spent over an hour with Mr. Landman learning about the playwright, production choices, and topics presented in the play such as domestic violence and mental health. After the roundtable, students enjoyed dinner together in the living room.

Photos and text submitted by: Beth Salmo



WHAT'S HAPPENING IN FACILITIES?

Spring Break Accomplishments – Building Services

Spring Break is typically a time for Building Services staff to take a break from the routine day to day activity, but it is definitely not a “break” from working in the halls! Building Services used the four work days of Spring Break to tidy up the halls.

- Shampooing the carpets at Maple South gives us a “jump start” preparing for the upcoming Orientation and Conference season!
- Ten years of wax build-up on the Pomfret Great Room floor took longer to remove than we anticipated. We should complete the task and apply new wax to the Great Room floor within the next couple of weeks.
- Staff also had the opportunity to wash new linens in preparation for the upcoming Conference season. We laundered approximately 1,500 towels and 1,800 washcloths.
- The Northwest Quad blitz came with its own challenges as we worked at giving the bathrooms a “cleaner” look.

Included are a few action shots of Pablo and Lewis working at Maple South and Beverly and Patty working at Pomfret.



Pablo Gomez in Maple Hill South

Carroll Hudson touching up paint in Futrall



CONSTRUCTION UPDATE



Housing Admin Building: Excavating Basement Level



Hotz:

Upper Left: Student Room

Lower Left: First Floor Theater

Below: New Main Entrance



GOOD BYE & FAREWELL!

Two Coordinators for Residence Education (CRE) departed in March for “next-step” opportunities on their career paths.

Meghan Jagnow, CRE at Pomfret left March 16 for Knoxville, Tennessee, where she is now the Coordinator for Marketing & Conferences for University Housing at the University of Tennessee.

Briceli Llavona, CRE at Maple Hill West took an Area Coordinator position at the University of Central Florida in Orlando, Florida. Her last day at the University of Arkansas was March 27.



Meghan Jagnow



Briceli Llavona

U of A HOSTS DIVERSITY IMPACT

The University of Arkansas hosted 75 high school juniors March 14-16 for the Diversity Impact program. Diversity Impact aims at recruiting underrepresented students for the U of A, while giving students a campus-life experience. Of the juniors that attend the program, approximately 30 to 35 percent eventually matriculate to the university.

The juniors stayed with U of A student leaders. The student volunteers provided guidance for the juniors as they toured campus, attended department and organization fairs, and participated in campus events, such as Friday Night Live.

The juniors took a free ACT exam, provided by the university. Scores from the test will be applicable to U of A admissions and scholarships. Sessions about how to apply to the university and the transition period from home to college were also held, along with a U of A student panel session in the Union.

Diversity Impact is a joint program hosted by Office of Admissions, University Housing, and the Center for Multicultural and Diversity Education. The university largely provided transportation for the juniors, coming from various parts of Arkansas, Dallas, Texas, and Tulsa, Oklahoma.

**THANK YOU TO
THIS MONTH'S
CONTRIBUTORS!**

Articles:

Michael Beaver
Grant Carlson
Stevi Casey
Jennifer Conyac
Judy Kendrick
Felisha Perrodin
Beth Salmo

Photos:

Aaron England
Judy Kendrick
Dawn McFeeters - Cover
Felisha Perrodin
Samar Rishmawi
Beth Salmo
Jeff Vinger
Jorge Zou



compliment box

I would like to give a big shout out to the Humphreys Hall housekeeping, maintenance, and administrative staff. You guys are awesome and I am honored to work with all of you!

Jennifer Conyac

I would like to compliment Michael Beaver for using store coupons when purchasing food for his programs. It's great that he saves the UofA money every way he can.

Becky Clark

More News for the Good of the Order



University Housing has a Pinterest account!

<http://pinterest.com/uofahousing/>

Thanks to Kaitlynn Bianconi, Housing PR Intern, for building and managing the Pinterest page.

Need a lift? Or are you making a road trip and have an extra seat? The Office of Transit and Parking has posted a Ride Share link on their Website:
<https://erideshare.com/carpool.php?dstate=AR>. Check it out if you're traveling!

